

Message Text

UNCLASSIFIED

PAGE 01 SEOUL 00216 110932Z
ACTION EA-09

INFO OCT-01 ISO-00 AID-05 CIAE-00 EB-07 FRB-01 INR-07
NSAE-00 USIA-15 TRSE-00 XMB-04 OPIC-06 SP-02 CIEP-02
LAB-04 SIL-01 OMB-01 NSC-05 SS-15 STR-04 CEA-01 PA-02
PRS-01 /093 W

-----111015Z 002237 /22

R 110741Z JAN 77
FM AMEMBASSY SEOUL
TO SECSTATE WASHDC 1428
INFO USDOC WASHDC

UNCLAS SEOUL 0216

FOR WASHINGTON COMMERCIAL ACTION GROUP

E.O. 11652: N/A
TAGS: BEXP, KS
SUBJECT: COUNTRY COMMERCIAL PROGRAM - KOREA FIRST QUARTER FY 77

REF: FISCAL YEAR '77 FOR KOREA

1. ALL CCP CAMPAIGN TARGETS FOR KOREA WERE MET DURING FIRST
QUARTER OF FY 77, WITH THE FOLLOWING EXCEPTIONS:

CAMPAIGN NO. 1 -- ELECTRONIC COMPONENTS PRODUCTION AND TEST
EQUIPMENT--FORTY TRADE LEADS WERE DEVELOPED FROM THE TWO
TRADE CENTER PROMOTIONS EXCEEDING ZERO TARGETTED BUT ONLY ONE
TRADE OPPORTUNITY WAS SUBMITTED.

CAMPAIGN NO. 2--METALWORKING AND FINISHING MACHINERY--
SECTORAL ANALYSIS WILL BE COMPLETED IN SECOND QUARTER FY 77.
IN ADDITION TO THE METALWORKING TRADE MISSION FROM COMMERCE
AND THE LOCALLY RECRUITED TRADE CENTER PROMOTION, A SECOND
METALWORKING TRADE MISSION FROM SOUTH CAROLINA WAS HOSTED
WHICH DEVELOPED 24 SALES LEADS. A TOTAL OF 212 SALES LEADS
WERE DEVELOPED FAR EXCEEDING THE 25 TARGETED FOR THE QUARTER.
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 SEOUL 00216 110932Z

TEN TRADE OPPORTUNITIES WERE REPORTED IN THIS CAMPAIGN,
EXCEEDING THE TARGETTED GOAL OF 4.

CAMPAIGN NUMBER 3--PROCESS CONTROL INSTRUMENTATION--ALL
TARGETS MET.

CAMPAIGN NUMBER 4--COMPUTERS, BUSINESS SYSTEMS AND EQUIPMENT--

AS A RESULT OF THE TRADE CENTER PROMOTION SIXTY TRADE LEADS WERE DEVELOPED EXCEEDING THE TARGETTED 25.

CAMPAIGN NUMBER 5--ENERGY SYSTEMS--COMMERCIAL PROMOTION EFFORTS HAVE BEEN DIRECTED TOWARD THIS CAMPAIGN IN FIRST QUARTER FY 77. THREE NEW REPORTS, INCLUDING TWO MAJOR PROJECTS, WERE SUBMITTED EXCEEDING THE ONE TARGETTED. ASSISTANCE IN FINANCING ENERGY PROJECTS INCLUDED THE KORI II NUCLEAR POWER STATION AND THE COMBINED CYCLE POWER PLANT.

2. NON-CAMPAIGN ACTIVITIES DURING FIRST QUARTER FY 77. SEVEN US FIRMS PARTICIPATED IN THE REPPIND SERVICE WHICH INTRODUCED FIVE NEW TO MARKET/EXPORT FIRMS TO KOREA AND RESULTED IN 28 SALES LEADS. DURING THE FIRST QUARTER THERE WERE 13 TRADE CENTER PROMOTIONS INCLUDING TWO MULTI-FIRM PRODUCT SHOWS, PRINTING AND GRAPHIC ARTS EXHIBITION AND AN APPAREL MACHINERY EXHIBITION. THE NINETEEN-FIRM PRINTING AND GRAPHIC ARTS EXHIBIT INTRODUCED 18 NEW-TO-MARKET FIRMS AND RESULTED IN 2,100 SALES LEADS, \$73,030 IN IMMEDIATE SALES AND \$3,134,000 IN SALES PROJECTED OVER THE NEXT TWELVE MONTHS. THE THREE-FIRM APPAREL MACHINERY SHOW RESULTED IN 312 SALES LEADS, \$2,000,000 IN IMMEDIATE SALES; AND \$5,000,000 IN SALES PROJECTED OVER THE NEXT TWELVE MONTHS. THE 32 PARTICIPANTS IN THE 13 TRADE CENTER PROMOTIONS REPRESENTED 64 US FIRMS WITH 4,059 VISITORS IN ATTENDANCE. TRADE LEADS TOTALLED 3,314, IMMEDIATE SALES WERE \$2,091,500, AND PROJECTED SALES OVER THE NEXT TWELVE MONTHS TOTALLED \$15 MILLION. DURING THE QUARTER, USIS SEOUL COMPLETED A VTR ON SEOUL US TRADE CENTER ACTIVITIES WHICH WILL BE USED FOR LOCAL RECRUITING FOR TRADE CENTER UNCLASSIFIED

UNCLASSIFIED

PAGE 03 SEOUL 00216 110932Z

PROMOTIONS.

3. TWO NEW EARLY WARNING REPORTS WITH POTENTIAL SALES OF \$74 MILLION WERE SUBMITTED DURING THE QUARTER. EIGHT UPDATE REPORTS WERE SUBMITTED.

4. TWO MINI-MARKET RESEARCH REPORTS WERE SUBMITTED DURING THE QUARTER. THE PACKAGING EQUIPMENT MARKET BRIEF WAS SUBMITTED, BUT THE TECHNICAL SALES SEMINAR WAS CANCELLED BY COMMERCE. THE FLUID POWER MARKET BRIEF RECOMMENDED A COMMRCE RECRUITED CATALOG SHOW BE HELD IN SEOUL. THE MOBIUS STUDY OF KOREAN ECONOMY COMPRISING GENERAL MARKET OVERVIEW AND STUDIES OF 13 INDUSTRIAL SECTORS WAS CANCELLED BY COMMERCE WHICH WILL RESULT IN DELAYS OF COMMERCE RECRUITED TRADE CENTER EXHIBITIONS. BIDS WERE SUBMITTED BY KOREAN MARKET RESEARCH FIRMS ON THE ELECTRONIC PRODUCTION AND TEST EQUIPMENT AND ELECTRONIC COMPONENTS MARKET RESEARCH STUDIES WITH ALL BIDS REJECTED BY COMMERCE. AN IN-HOUSE MARKET SURVEY WILL BE COMPLETED IN THE SECOND QUARTER FY 77.

5. WE WELCOME THE CHANGE TO THE FY '78 CCP FINANCIAL RESOURCES
SCHEDULE WHICH WILL FOLLOW LINE-ITEM CATEGORIES FOR ALLOCATION
OF FUNDS FOR E/C FUNCTIONS, NEXT YEAR.

6. PLEASE ADVISE STATUS OF REVISED OBR "MARKETING IN KOREA"
AND PROVIDE SEOUL WITH 200 COPIES WHEN AVAILABLE.
SNEIDER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 11-Jan-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977SEOUL00216
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770010-0003
Format: TEL
From: SEOUL
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770162/aaaaccog.tel
Line Count: 124
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 5e112fdb-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 14-Sep-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3624432
Secure: OPEN
Status: NATIVE
Subject: COUNTRY COMMERCIAL PROGRAM - KOREA FIRST QUARTER FY 77
TAGS: BEXP, KS
To: STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/5e112fdb-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009